

ABSTRACT OF THE DISCLOSURE

A digital camera used for taking photographs is connected to a terminal to print one or more selected among the photographs on the spot. An advertisement supplied from an
5 advertising server is added to the bottom of the printed photograph, to reduce the proportion of cost borne by the user with the advertisement charge. After the photograph is printed, the digital camera is collected by the terminal for recycling. The photograph can also be temporarily uploaded
10 to the Web, so that the user can download the photograph to the user's personal computer afterwards.